



contacts

SEPTEMBER/1967

CONTACTS

OCTOBER

Volume 3, Number 7

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.



The Name of the Game is Communications

IN THIS ISSUE

The Name of the Game
is Communications — 2

What's Your Opinion of the
New Wrap? — 4

They Help Others Do Things
Better — 5

Founder Revolutionized
Retailing — 7

News, Pictures — 9

Good Neighbours — 16

EDITOR: Michael Hartley

Publications Office,
7th Floor, Winnipeg Store
Phone SU 3-2115

Member of the Canadian
Industrial Editors' Association.

Affiliated with the International
Council of Industrial Editors.

Authorized as second class
mail by the Post Office
Department, Ottawa, and for
payment of postage in cash.

COVER STORY: "The Place on 2"
in the Winnipeg store is becoming
"The Place" for the hottest
styles in town. Adding their efforts
to the success of the new
fashion area are Pat Telford,
left, Margaret Kleyn and Billie
Joye.

Thirteen people sat around a brown mahogany table in the main floor conference room of the Catalogue building, one Friday morning and talked about the company.

Some of the talk was positive, some negative. Most of it was objective, resulting in several suggestions for improving staff understanding of company plans.

During the past year these communications meetings under the chairmanship of employment supervisor Hy Rosenstein, have been held in the Winnipeg Service Building, Store and Catalogue. A representative from each department is chosen to attend the meetings, held during working hours, to candidly discuss, argue, question and debate on company and staff activities.

The meetings cover a wide range of topics including benefits and advancements.

These sessions enable staff to have face-to-face discussions, ask any questions and make any comment. Many of the meetings have resulted

in improvements and greater understanding.

Communications between people on an individual basis is the ideal, of course. But the press of daily business puts up barriers, because people often can not take the time or the person isn't readily available.

At the same time the need to know more about retailing and the importance of personal communications between Eatonians is more critical than ever before. Growth and technological advances are creating a more complex operation.

The group discussions are a recognition of this need, and an attempt to meet it fully by supplementing and strengthening existing means of communications - the company magazine, information bulletins and notice boards. The meetings provide a time and place to encourage a free flow of thoughts and information. Staff can ask questions about matters they don't fully understand, discuss problems that come up on the job, and offer suggestions and opin-



Chairman Hy Rosenstein, employment supervisor, centre, introduced the guest speaker at the meeting, John McDermid, Polo Park Project Manager, third from right. Mr. Mc-

Dermid outlined many of the company's new projects throughout the division.

ions about things they believe can be improved.

The catalogue group reacted enthusiastically to the discussions. The people agree that being well informed on company policy, and at the same time knowing their own ideas will get a hearing, make them feel more a part of the business.

William Maskell, catalogue operating, says: "I think a lot of good can come out of these sessions. The results can be far-reaching. It does

a fellow good to talk and get things off his chest."

Judy Thiessen, Senior Input-Output clerk, Data Centre, adds: "I enjoy the meetings. It makes my job more interesting when I know what's going on in the company."

Jean Wedlake, Catalogue Shopping Retail Store, believes the discussions, "give us a chance to get ideas from people most closely connected with the job and also give people an opportunity to become involved in our business."

And Del Vopni, catalogue employment office, sums up his feelings this way: "I definitely feel these meetings are important. They're a link between management and staff. Some people may say they're just a lot of talk, but most things get started with talk."

The objectives of the meetings aren't new ones, but the approach is a concrete way of working toward a removal of the barriers that can block effective personal communications.



Group discussions help staff keep up with the growing changes in the retail business.

What's Your Opinion of the New Wrap?

SIMONE MEILLEUR

It's great!

The new wrap design is liked by young and old alike. It's not too bright, in fact it's just right. The styling is smart



MUSIC DEPARTMENT

and original. Several customers I've talked to, tell me they prefer it to the old blue and silver pattern.

JACK SPILLETT

I'm impressed. It helps brighten up customers' parcels, and I think that's important. The Eaton name type is modern, and the circle de-



WHITE GOODS STOCK, SERVICE BUILDING

sign is simple and effective. There's nothing flashy or gaudy about it. If you ask me, the style fits almost everyone's taste.

MYRTLE BROWN

The design is so different from the old one. It's colourful and eye-catching. Customers have commented how



DRESS FABRICS

much they appreciate the change. I'm glad to see the company switch to this smart, modern wrap.

ALEX McDONALD

It certainly appeals to me. The new package styling has a lot of zip. Eaton designers have really done an outstanding job in sprucing up the appearance of bags and boxes.



CARETAKING DEPARTMENT

An added bonus is that the wrap is easy to write on. As a security check, I frequently have to put my signature on staff parcels taken out of the store.

BARBARA GRAHAM

In my opinion it's tops. The styling is more youthful, in comparison with the old



STOCK FILLING & ORDER TAKING, SERVICE BUILDING

blue wrap. It's certainly in keeping with the company's smart, new fashion image.

They Help Others Do Things Better

At no time in Eaton's history has the need for skilled people been so apparent as it is today.

We face excitingly new, and intensely competitive times. To profit in this environment takes real know-how.

One of the Western Division's newest departments, Industrial Engineering, is equipped with special skills and knowledge to help other people do things better.

This unique department, formed in 1965, is responsible for streamlining the company's operation in a variety of fields.

To carry out this important task, the industrial engineering staff is equipped to tackle many different assignments.

Industrial Engineer analyst Bob Dunster, for example, was responsible for allocating space for stock, fixtures and department areas in the new Service Building extension, Winnipeg. In the Winnipeg Bake Shop, Andy Forgie and Harry Kuziw recently used work measurement techniques to improve operations.

In all cases, analysts work closely with staff and management.

"Many of the best ideas for improving operations come from staff," said Charles Bouskill, Industrial Engineering Manager.

The department often acts as a catalyst to bring staff and management ideas together. After the data on a project has been gathered a report is written and the



Carol Leskiw and Dave Gibson outline the new, division-wide sales bill, they helped develop, to Amy Kertcher, left,

Isabel Gray and Dorothy McEachran of the Shoe department, Winnipeg store.



Analyst Barry Gray explains to Dorothy Tacchi, left, Anne Klassen and Marcella De Marzi, how he plans to carry out a work study in the Drapery workroom, Service Building.

recommendations to management are clearly stated.

Variety is the keynote of an industrial engineer's job. In the new alterations workroom on the second floor of the Winnipeg store, Dave Wilson completed a layout study, well before the department moved in. Merv Drabinsky is currently working on an assignment to streamline the delivery system to out-of-town customers. Dave Plummer and Lorne Lindenberg recently finished a merchandise movement study in the Catalogue Customer Relations department.

Whenever something new is developed, the industrial engineers are often called in to help it get started.

The new division-wide sales bill was designed by the group.



Harry Kuziw, second left, describes a new route, to save fork lift operators driving time, to Service Building staffmembers George Beckenkamp, left, Abe Enns and Elmer Irwin.

Special skills and on-the-job understanding of complex operations enable members of the department to branch out into other areas.

For example, Bill Morris, catalogue shipping supervisor, was recently promoted to his new job, because of knowledge gained while carrying out studies in catalogue shipping. Al Clarke, catalogue customer relations supervisor, received his new post after a broad background in the industrial engineering field.

The special skills and knowledge industrial engineers put to work, not only helps us do a better job, but in the long run, also enables us achieve greater success for ourselves, our associates and our business.



Ted Kwasmicki, left, of the Refrigerator workroom, outlines his job to Ted Whicker, analyst, right, which will assist him to compile a report on the department. In the centre is foreman Frank Hathaway.

Founder Revolutionized Retailing



The Portglenone store where Timothy Eaton served his apprenticeship.

The Canadian enterprise of Eaton's is almost as old as Canada. From a humble dry goods store in Toronto, opened in 1869, the retail company has grown into a chain of stores, shops, factories and mail order systems stretching from the Atlantic to the Pacific, from the United States border to the Arctic. And it all started in Northern Ireland.

The firm's founder Timothy Eaton was born in the village of Clogher, near Ballymena, County Antrim, in 1836. Timothy's parents, John and Mary Eaton, descended from Lowland Scots who came to Ulster to farm the fertile soil. From their land they could see Slemish mountain where, according to legend, the young St. Patrick herded sheep.

Timothy, the youngest of nine children, never saw his father who died shortly before his birth. Mrs. Eaton named the boy Timothy, after one of her husband's favourite New Testament books.

Despite lack of money, Timothy's mother sent the boy to finish his education at the Ballymena Academy.

An opening in retailing followed. Timothy became an apprentice to a prosperous merchant, William Smith, one of his mother's distant relatives. He worked in Smith's store in the pleasant little village of Portglenone, some seven miles from Ballymena.

Working conditions in the mid-nineteenth century were stark and severe. Timothy's employer, a hard taskmaster, made the young apprentice work sixteen hours a day, six days a week. He often slept in a cot, under the shop's counter. During those exacting, dismal days Timothy resolved that, if given the opportunity, he would conduct his own business in a vastly different way.

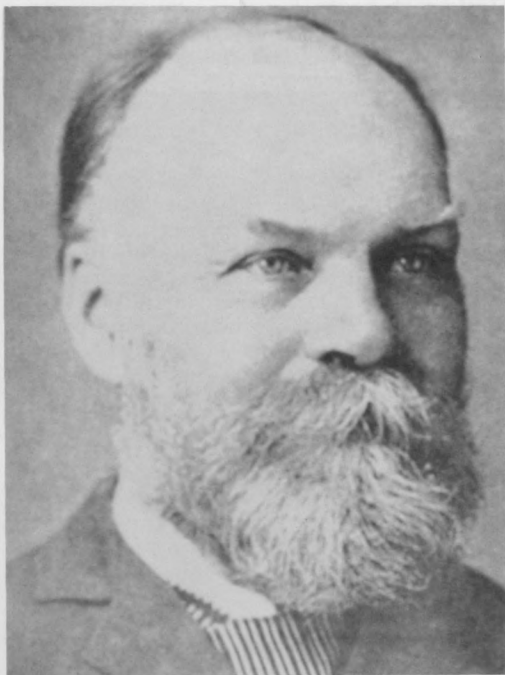
He dreamed of his own store and business methods, resulting in a square deal for all. This idea fulfilled itself in a new world.

At the end of his 5 year apprenticeship in Portglenone, Timothy Eaton, with £100 in cash, packed his bags for Canada. He stayed with his sister Margaret who had gone to Canada before him to marry a former County Antrim neighbour called Reid. Their Georgetown home in North-west Toronto





The Eaton farmhouse is near Ballymena, County Antrim, Northern Ireland.



TIMOTHY EATON

became an Eaton gathering place.

Timothy's first job was a bookkeeper-clerk in a store at Glen Williams, near Georgetown. He then joined in a business venture with his brother James at Kirkton, near London, Ontario. They built a log hut and traded with the settlers, while their sister Sarah kept house.

Business proved disappointing and the brothers set up a dry goods general store in St. Mary's. Here, Timothy met Margaret Beattie, a woman with family ties in Ulster, who became his wife in 1862.

Tight money and bartering practices hampered the Eaton enterprise. A fresh-killed lamb, for example, would be offered as payment for shoes or a bolt of gingham. The store had to dispose of the carcass.

Timothy's ideas began to outgrow the limitations of the village. On December 8th, 1869, he and James opened a small dry goods business in Toronto.

If his business methods failed to frighten his competitors, at least they amused them. Pushing aside the tradition of unlimited credit, he proposed to sell for cash and cash alone. This revolutionary idea worked.

Loathing any form of business trickery, he risked financial ruin by offering to return his customers' money if they were dissatisfied with his merchandise. In doing so, he laid the foundation stone of Eaton's business practice and earned a lasting reputation for integrity.

Not content with overturning established commercial customs, Timothy Eaton further broke with the old order by drastically shortening work hours.

His ideas built business, and he lived to see his theories vindicated, his business prosperous and expanding, and his principles become general practice.

The firm's founder died in 1907, yet today his influence is still strong. In President John David Eaton's office there is a leather-bound journal in Timothy Eaton's handwriting recording the thoughts, mottoes and business principles on which he founded the company's fortunes.



The United Way poster girl looks to you for aid, and there are thousands like her who need your help. Your contributions will help health, welfare and youth organizations supported by Eaton employees' charitable fund.

Charitable Fund Drive Starts October 2nd

The Eaton employees charitable fund plan to start their campaign for donations in October.

The Eaton Fund supports the United Way with a major portion of pledges, while continuing to assist other recognized appeals.

Theme of the campaign is similar to the nation-wide drive, "One Gift Works Many Wonders". This refers to the fact that the United Way supports some 50 agencies, and liberal giving is needed to ensure adequate support for each organization.

A kick-off dinner for department representatives is scheduled for early next month. At the get-together reps will receive campaign material.

Speaker for the kick-off dinner is to be announced.

Last year more than 75 per cent of staff contributed to the fund. To keep Eatonians informed about the progress of the campaign, charts are to be posted in the Store, Service Building, and Catalogue.

Fund president is Marge McKenzie, vice-president Peter Dyck, and Vic Fotheringham is the secretary-treasurer.

news pictures

800 Career Club Members See Sparkling Fall Show

Some 800 members of Eaton's Career Club for business women, witnessed a preview of Fall fashions in the Winnipeg store's assembly hall September 7-8.

Fashion Co-ordinator Lillian Vadeboncoeur organized the two-evening event, entitled "The Electric Fashion Message".

Models displayed many of the latest, pace-setting styles in dirndl suits, coattresses and pantsuits. Among the fashions included in the show were the hardware influence in clip closings, chains, and industrial belts.

Shoes worn during the Career Club event featured buckles and square toe styles.

Gail Neuman and Joanne Dukelow of the Cosmetic department handled the make-up, while Jim Gillies, Supervisor of the Organ department, supplied the music.

Refreshments were served by

Mary Comack, Isabel Bailey, Elsie Nichol, Ida Olson and Paul Adams.

Lori Thompson collected tickets and looked after the lights.



Career Club model Joyce Jack, centre, is being groomed for the show by Gail Neuman, left, and Joanne Dukelow of the Cosmetic department.



Fashion co-ordinator Lillian Vadeboncoeur, left, commented on Career Club fashions during the two-day show in the Winnipeg store Sept. 7-8.

Wood Uses Woods to Crack Championship

Jack Wood, Winnipeg General Office, was in fine timbre during the annual men's golf tourney at Elmhurst, September 11. He used his woods to their best advantage, placed his chip shots well, and kept out of the trees; which helped him win the John David Eaton championship trophy.

Runner-up was Jerry Best, who also received the low gross award.

Colin Lowther, City Advertising, scored an outstanding 81 to win the main event in the knockout competition. Taking second place was Danny Tones, while Dunny Dewar was low gross champ.

The knockout consolation award went to Abe Nixon, in second place was Ken Whitney, and low gross winner was Ken Morrison.



CONTACTS IN CONTEST

Contacts magazine entered the annual Canadian Industrial Editors' awards competition, and was evaluated for content, writing and graphics.

The magazine received high marks for content and the judge, free lance writer Robert Collins, commented that it was particularly strong in the staff, product and community interest categories.

Bruce Gendall, editor of Style magazine, thought the writing was quite competently done. He suggested a continuation of the tight writing style, and the use of active headlines.

Several changes in layout were recommended by Judge Leslie Smart. He pointed out that columns should be wider, covers less cluttered, and he suggested a change in type style for captions.

However, our readers are the best judges, and we welcome your suggestions.

The knockout-main-event-champ Colin Lowther also walked off with the ladder competition prize, with Bert Farrant capturing second place and low gross honours.

Over 400 active and retired Eatonians took part in five field days during the season. Jeff Ross, club president, organized the field days, in charge of scoring were Bill Maskell and Wally Hancock, while Dave McFadzean, Eddie Lane and Tommy Scott acted as starters during the events.



Divisional Sales Manager F. G. Muirhead, left, presented the John David Eaton trophy to golf champ Jack Wood, far right. In the centre is Jeff Ross, club president.



Champ Jack Wood, left, displays winning form as he tees off from the 10th hole at Elmhurst. From left to right, are teammates Nick Nykyforuk, Bill Herbachuk and Abe Nixon.

J. R. Neal Appointed Divisional Management Services Manager



J. R. Neal

J. R. Neal has been appointed to Divisional Management Services Manager — Western Division, the position held previously by F. L. Nason, who is now Company Controller in Toronto.

Mr. Neal received a Bachelor of Commerce degree from the University of Saskatchewan and a degree from the Institute of Chartered Accountants.

He joined the Company in 1963 as Chief Accountant in Toronto. Prior to his transfer to Winnipeg, he was Accounting Manager — Central Division.

Mr. Neal is married and has three children.

Latest Viking Products Displayed At Home Entertainment Exhibit



A sales representative from one of Eaton's suppliers explains the important selling features of home entertainment merchandise to staff.

A dazzling display of new Viking Home Entertainment lines went on display at the International Inn in Winnipeg.

A special daytime workshop and an evening sales presentation helped familiarize over 100 staff members with the new products.

Sales representatives from different suppliers, who manufacture Viking brand merchandise, outlined some of the major selling features

of new television, stereo, hi-fi and radio-phonograph sets.

Among the innovations were larger colour television picture tubes and the "sepia" controls which help make colour tones more natural.

Many of the new models have integrated circuitry. By grouping the electronic components into a minute circuit, the performance is improved and sets last longer.

Staff members who attended the session were from the retail sales departments, heavy goods stores, catalogue, advertising and workrooms.

Several out-of-towners attended the exhibit. They included: Store managers Don McDill, Dauphin; Ambrose Weir, Estevan; William McDermid, Portage and John McNeil from Kenora. Brandon was represented by Gilbert Gusdal.



Among those attending the Home Entertainment presentation were Divisional Merchandise Manager N. R. Franklin, left, D. V. Armstrong, Company Commodity Buyer, Toronto; C. K. Major, Group Sales Manager; G. Hammond, Group Sales Manager; W. Rockcliffe, Sales Training Manager, Toronto and R. F. Kebler, Commodity Merchandiser.



SHIP SHAPE: Port Arthur store was in the swim of things recently when they held a beach wear show with a nautical theme. Wearing these lakeside outfits were, from left to right, Candace Kartinen, Marilyn Kaiwan and Sharron Lee Todd.

Theresa Reineke Receives Top Prize

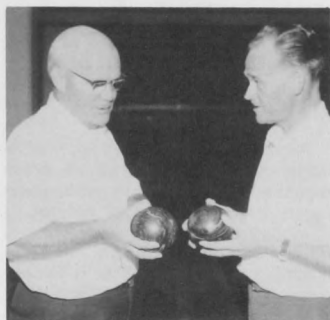
Winner of the August Accounts promotion award of \$75 was Theresa Reineke of Humboldt, Saskatchewan.

The runners-up throughout the Western Division were: Mrs. G. Good, Vermilion, Alberta; Mrs. L. Collinson, Cranbrook, British Columbia; Mrs. D. Cox, Prince Albert, Saskatchewan; John Carnegie, Winnipeg; F. Kohl, Regina; A. Ostrum, Port Arthur and W. Makinson, Brandon. They received \$15 awards.

Job Opportunities

A career opportunity is open to a man with initiative and sales ability. The job: Life insurance agent for the T. Eaton Life Assurance Co.

Staff members in the Western Division interested in this position should contact Mrs. E. Andrew, employment office in Winnipeg.



TWO PRESIDENTS: *The president of the Winnipeg 5-pin bowling league E. (Siggy) Sigvaldason, Drugs Dept., at left, and the president of Eaton's mixed 5-pin league Tommy Scott, Catalogue, discuss bowling techniques at the Bowladrome alleys. Both keglers were recently elected presidents of their respective leagues.*

Western Division Long Service Anniversaries in October

FORTY YEARS

Miss M. Bartlett, W9520E, Invoice Clerk, October 6.
Miss S. Wilson, W9217S, Salesclerk, October 31.



Carman museum attendant Ellen McCullough peeks through the two eyeglasses of a stereoscope, an early giveaway to Eaton customers making purchases from the catalogue. The museum, a community Centennial project, also has several turn-of-the-century Eaton catalogues.

Better Business Leadership Needed

An Eaton catalogue played an important role in winning friends and customers for the company, according to a recent newspaper editorial in Winnipeg.

Speakers Wanted

Contacts magazine is looking for staff members who have recently given talks to outside organizations on retailing or any other topic connected with the job.

We plan to print a regular speakers' column in the news section of the publication.

Send your name, department, the topic of your talk, and the name of the organization where you spoke to the Publications Office, 7th Floor, Winnipeg Store.

Some time ago, a girl lost an Eaton glove. She mailed the remaining one back to Winnipeg with a note. They sent her back a duplicate pair — and after that her loyalty to the store never wavered.

When her husband bought a rototiller from the company, he received excellent servicing on the equipment. As a result, his wife purchased an electric stove and he placed a large order for seed.

The editorial concluded that this is the kind of business leadership Canada needed.

Junior Council and Executive Leaders Appointed



Gaye Peterson, Senior Councillor, University of Manitoba.



James Hardie, Senior Executive, University of Manitoba.

TWENTY-FIVE YEARS

Miss Anne Bosnick, W9118E, Telephone Order Clerk, October 3.
Miss Winnifred M. Crowston, W9620E, Clerk, October 5.
Miss Gwendolyn Mary Jones, W9622E, National Cash Machine Operator, October 5.
Mrs. Evelyn Edith Twyman, W9196S, Fabric Consultant, October 5.
Mr. Allan A. Tummon, W9771E, Supervisor, October 9.
Mrs. Viola M. Archer, W9622E, Section Head, October 19.
Miss Judith Baynes, W9420E, Typist, October 19.
Mrs. Joyce Howe, W9244S, Salesclerk, October 19.
Mr. David S. Jones, W9553E, Driver, October 19.
Mr. John Davy Addison, W8083S, Section Head, October 20.
Mrs. Gwen E. Newman, W9541A, Invoice Clerk, October 21.
Mr. Leo Fontaine, W9592E, Elevator Operator, October 23.
Mr. Charles J. Stossel, W8109S, Butcher, October 23.
Mr. John Michael O'Keeffe, W9526S, Stockman, October 26.
Miss Mildred Elyse Carlson, W9655E, Office Clerk, October 28.
Miss Irene Elizabeth Myers, R9151S, Salesclerk, October 28.

Around-The-World Retailing At Expo

More than 300 boutiques from many lands at Expo give visitors an exciting look at international retailing.

At the African Centre, many African nations are selling their products. From Nigeria, visitors can buy pouch-type bags, and beads. Kenya offers black and white zebra skin wallets, ladies hair ornaments made of shells, and beaded collars.

The Tunisian shop is selling

silver jewellery, handwoven wool shoulder bags and camel skin slippers.

In the French West Indies boutique, handmade circle bamboo earrings are on sale. The Hawaii shop offers plastic leis, an assortment of muumuus and his-and-her Aloha shirts.

From Japan, come happy coats, karate-style jackets, costume jewellery and cultured pearls.

The majority of the boutiques are located on Ile Notre-Dame, Ile Sainte-Helen, and Cite du Havre and in La Ronde.



HOLIDAY FLIGHT: Eaton's Recreational Club has chartered a 133-seat, Air Canada jetliner for the 4-week, annual staff flight to London, England. Where-To-Go Travel Service on the 8th floor of the Winnipeg store is handling the arrangements. Tentative dates are May 18 - June 15. Price is \$270 per person. A \$50 deposit should accompany your reservation.

Magazine Highlights Miss Baumann's Home

Janice Baumann, Winnipeg Display Manager, had the furnishings and layout of her apartment featured on the cover and inside two pages of the August issue of Canadian Homes magazine.

To give a personal touch to the apartment, Miss Baumann said she boldly mixed styles of furniture and used plenty of contrasting colours. She believes that anyone with average taste can successfully decorate his home by choosing only pieces with strong personal appeal.

Miss Baumann also lectures for the department of interior design at the University of Manitoba.



Janice Baumann



CURRENT EVENT: On display in the Swift Current store recently was a 10-tier Centennial cake. The Saskatchewan store also exhibited several early Eaton catalogues dating back to 1919.



BLOOD DONOR: Ted Black, Catalogue, gave his 51st pint of blood at the Red Cross Mobile Blood Donors' clinic held in the Lunch Room, Winnipeg Catalogue Building, September 19. Assisting Ted is nurse Dorothy Vincent.

Winnipeggers Hear Inspiring Speech by U.S. Retailer



M. Wigginton

What is our business?
"It is the satisfaction of customer needs, which are few, and customer wants, which are infinite," said M. Wigginton, Chief Marketing Executive for the U.S. retail firm of GENESCO, before his retirement in 1966.

Mr. Wigginton was speaking to over 200 staff members at a dinner meeting held in the Grill Room, Winnipeg Store, Sept. 6.

In his introduction, Mr. Wigginton said that GENESCO first started in the manufacturing field and then branched out into retailing. Eaton's and GENESCO had become particularly close since the American company's interest in the Canadian market.

Retailing, he continued, is exciting

and dynamic. However, four economic circumstances, effecting the business, were evident.

First, the economic ups and downs would continue, but the economy would remain affluent. Retail square footage will rise, but there would be fewer companies.

The population will increase, but product population will grow faster than the human population. The fourth assumption, he said, was that in-store operating expenses are likely to rise in comparison to total percentage of sales.

Mr. Wigginton stressed the importance of presenting merchandise in a fitting and appropriate manner, and giving the customers what they want. But this was not enough.

"The desire and determination to make things happen — will make things happen," he said.

Another word of advice: "Get with trends and stick with them," he said. "Retailers should be leaders in the field of identifying natural trends. Then, lead them and if necessary improve them."

The changes in retailing are growing and Mr. Wigginton emphasized the importance of mastering new techniques in data processing. "There's no basis for authority except knowledge," he said.

Human resources are vital to any enterprise, Mr. Wigginton added.

"It is important to have an orderly succession of management, so that human resources can function in the most effective way," he said.

A company should also develop a climate and atmosphere where people can be productive, and have a sense of belonging, he added.

"They must feel they are part of the organization and are contributing to it."

In closing Mr. Wigginton added a personal note.

"I rejoice to see so many younger people," he said. "In this business to which we are so much attached, we need young ideas and open minds."

Mr. Wigginton said that he'd been in the retail business for 45 years.

"If I had my life to live over again, I wouldn't change it," he added. "The rewards are great. We administer to people's wants, we contribute to economic welfare and human happiness. I salute the merchants of tomorrow."



SAFE DRIVERS: In the Winnipeg Transportation Centre, five drivers were presented with wallets for achieving 10-years of accident-free driving. From left to right are, Albert Frohwerk, Bill Enns, Group Supervisor Ron Turner, Abe Falk and Leo Wusaty. Missing is Boyd Cline.



56 YEARS AGO: This photograph of the Winnipeg store, sent to us by Mrs. May Neilson of Melfort, Saskatchewan, was taken in 1911 at the time of the coronation of King George V.

Dorothy Hunt Wins Double Crown

Dorothy Hunt, Winnipeg Catalogue Order Processing, overcame the challenge of 80 players in the Eaton's Ladies golf tournament to take championship honours at Elm-hurst Sept. 13. She was presented with the Jack Fisher trophy at the club's annual wind-up, as well as a surprise award.

During the recent City and District competition, Dot scored a hole-in-one, and received \$25 for her ace.

Taking the "A" class award was Chris Bewick, and Hilda Cousins came in second place.

"B" class champ was Bella Dee,

and Gladys Wither took the runner-up position. Doreen Horton came first in the "C" division, while Emily Corrigan came second. In "D" group, Ruby Fraser won the top award, and Margaret Weymouth was in the number two spot.

Next season's executive are: Elsie Medway, president; Evelyn Gordon, past-president; Eileen Richardson, 1st vice-president; Fran Koslock, 2nd vice-president; Gwen Jones, secretary; Laura Huehn, treasurer; Marion Hewitt, publicity, and Peggy Trase-wick, prizes.



Margaret Thorburn, Fancy Foods, stands below a Shriners' symbol, carved out of 5-lbs. of Cheddar Cheese. The display helped welcome 15,000 Shriners who were in Winnipeg for a convention August 17-26.

Powell River's Display Lauded

The Powell River store in British Columbia received plenty of praise for their recent "Sea Fair Day" display.

Under the direction of manager Gerald Harvey, staff decorated the store with an Indian theme, complete with beaver pelts, a wigwam and a canoe.

To add to the festivities, Eatonians wore Indian outfits and painted their faces. Staff members taking part in the event were Linda Kersey, Marjorie McLean, Myrtle Pulkrabek, Darlene Smith, Michael Coburn, Peter Olson, Thomas Styles and Mr. Harvey.

Eatons won third prize in the community's best dressed store competition, and were awarded a \$50 radio advertising allowance.

Retirements

Best wishes to the following Eatonians on their retirement:

Mr. A. Clark, Winnipeg, 40 years of service.

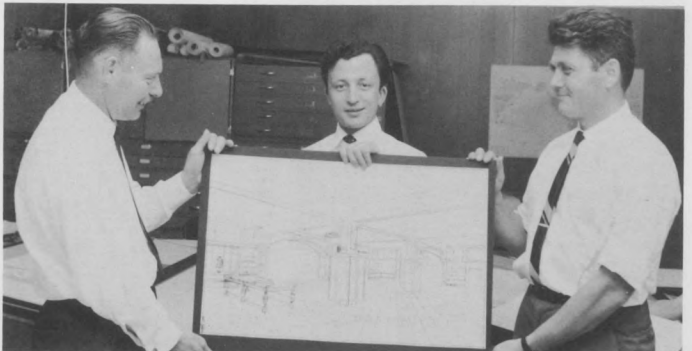
Mr. Harold Johnson, Winnipeg, 30 years of service.

Mrs. Eveline Hart, Winnipeg, 22 years of service.

Miss Margaret I. McMillan, Winnipeg, 15 years of service.



Ladies' golf champ Dorothy Hunt, second from left, received the Jack Fisher trophy from D. S. Marshall, Customer Relations Manager. Flanking them are president Evelyn Gordon, left, and Ruby Fraser, tournament organizer.



PINE ROOM: The Winnipeg Construction office have completed the architectural drawings for the new men's furnishings area, called the Pine Room, located on the main floor, Portage and Hargrave corner, of the Winnipeg store. Opening date is scheduled for Oct. 16. Bert Armstrong, left, Marcel Saltel, and Tibor Kreibich worked on the project.

eatonians make good neighbours



Assistant coach John Babineau instructs members of the Weston Wildcats junior football club, during a defensive-offensive drill session.

john babineau

There are no overnight personal success stories in junior football according to John Babineau, Winnipeg Appliance Department, the assistant coach of the Weston Wildcats.

"It takes many hours of patience and application to train a football player," he said. "You have to teach him to work as a team, think on his feet, and have the ability to extend himself under pressure." A good player also has to be agile mentally and physically, he added.

John Babineau, a 20-year man with Eaton's, started coaching in 1947 after a two-year stint with the Saskatchewan Hilltops. His first assignment was with the newly formed Saskatoon Roughriders. Along with coach Lindsay Holt, Winnipeg Contract Sales Manager, he whipped the team into such first class shape that the club captured four national championships and missed the fifth by a whisker, when Montreal scored a touchdown in the last twenty seconds of play.

During his 20-year coaching career with the Weston Wildcats and Saskatoon Hilltops, John Babineau has helped train Glen Schapansky and Ernie Kuzyk, Winnipeg Blue Bombers, and Ron Atcheson, Wayne Shaw and Cliff Shaw of the Saskatchewan Roughriders.

"Football's a great character builder," said Mr. Babineau. "It's a sport that's not only a wonderful conditioner, but the act of learning the game helps build a boy into a better man. He learns how to react under stress, and how to get along with his teammates."